

### STAR GAZER

By CLAY R. POLLAN

**Your Daily Activity Guide**  
According to the Stars  
To develop message for Friday, read words corresponding to numbers of your Zodiac birth sign.

1 Contact	31 Meet	61 Date
2 Good	32 Visit	62 Confession
3 You	33 Could	63 Day
4 Events	34 Romance	64 For
5 Well-wishes	35 Yes	65 Solving
6 Diplomacy	36 May	66 And
7 Who	37 Some	67 Released
8 Time	38 Be	68 Strength
9 You	39 Have	69 Mood
10 Can	40 A	70 Like
11 Is	41 A	71 Some
12 Needed	42 Am	72 Today
13 Don't	43 With	73 Pressing
14 Beyond	44 Important	74 First
15 Help	45 May	75 In
16 Several	46 Problem	76 The
17 On	47 Get	77 Problems
18 A	48 Friend	78 Decision
19 Chance	49 Be	79 Person
20 To	50 Patient	80 Influential
21 To	51 May	81 Person
22 May	52 Influential	82 Storage
23 Impulse	53 In	83 He
24 To	54 Be	84 To
25 Your	55 Be	85 Tongue
26 Entertain	56 Off	86 Indicated
27 Economize	57 Cause	87 Money-wise
28 Deal	58 Payable	88 Payable
29 Deal	59 Ideal	89 Make
30 Control	60 Same	90 No

Good Adverse Neutral

### Men Expanding As Women Said Growing Slimmer

New York - (Science Service)-Women are more slender than their mothers of a generation ago while men are becoming heavier than their fathers, it was reported here today.

This is one of the significant findings of the largest statistical investigation undertaken in the health field, published today by the Society of Actuaries under the title "1959 Build and Blood Pressure Study."

The last study of 30 years ago has served as the measuring stick for weighing tables in doctors offices and on scales. This latest study will soon change these "average" weights.

**Five Pounds Less**  
It has been found that the weights of women in their 20's average at least five pounds less than three or four decades ago. In fact, women of all ages now tip the scales several pounds lower. This is partly due to lighter clothing but reflects mainly the established vogue of slenderness that has outmoded Lillian Russell as the ideal figure.

In contrast, the average weights of short and medium men in their 20's and 30's are now about five pounds higher. The increase in men's weights at other ages and also for tall men has been generally smaller. Although the proportion of overweight has changed little over the years in both sexes, the proportion of men who are underweight has diminished, while the proportion of underweight women has increased appreciably.

**Less Serious Condition**  
The actuaries' study reveals that marked underweight is now a much less serious condition than in the past, but the excess mortality associated with overweight remains as high.

For instance, men with weights 20 pounds above average incur a penalty of about 10 per cent higher mortality. Those weighing 25 pounds above average are subject to 25 per cent excess mortality, while weights of 50 pounds average are associated with an excess mortality of up to 50 per cent or even 75 per cent.

Women were found to be able to stand added weight better than men. The study also showed that weight reduction pays. Those who were overweight when insured, but were later given standard insurance because of sustained weight reduction, showed an immediate benefit of normal mortality, which continued for at least ten years.

The study also showed that even a small rise in blood pressure may signal potential danger. Here again, women were found better able to withstand high blood pressure than men.

**NATIVES, POLICE CLASH**  
Leopoldville, Belgian Congo - (UPI)-An African was killed and three others wounded in a clash with gendarmes at Kigali in the Ruanda Trust Territory, according to reports here today.

dams as large or larger than Grand Coulee, "heretofore the world's largest power producer."

### Higher Education Lowers Resistance To Ad Suggestion

New York - (UPI) - The higher a person's education, the lower his resistance to the power of advertising suggestion, a survey of the impact of Madison Avenue on the consumer shows.

After he buys the product advertised, however, the college graduate is more likely to be dissatisfied with it and want his money back than the consumer with a high school education, pollsters discovered.

The survey, sponsored by Red Book magazine, came up with several surprises, including reactions to television commercials. According to an analysis of the data collected, only 2 per cent of the viewers and listening public believed it would enjoy TV and radio more without any commercials.

Three per cent thought programming would deteriorate without sponsors to foot the bills.

**Reading Studied**  
How closely consumers read ads also was studied in the poll, conducted for Redbook by the Gallup Organization, Inc.

In questioning a cross-section of American consumers, pollsters found that fewer than 1 out of 5 of the 1,616 persons interviewed could identify three well-known products by reading their slogans. Thirty per cent could identify two of the three and 49 per cent only one.

The slogans were: "A thinking man's filter," "Cleans your breath while it cleans your teeth," and "the beer that made Milwaukee famous."

A fourth slogan - "summer weight, winter strength" - was included. The poll takers made it up as a "trap" for interviewers. Only 8 per cent claimed to know the product it advertised. The other 92 per cent admitted they honestly did not know.

**Attitudes Measured**  
The Gallup-Redbook study was conducted to measure attitudes concerning the role of advertising in the daily lives of civilians over 18 years of age and in the nation's economy.

Here are some of the things the survey disclosed:  
-Seventy-five per cent of the consuming public likes advertising and 65 per cent say life would be "more difficult" if ads suddenly vanished.

-The most favorable attitudes toward advertising are held not only by those with the most education but also with the highest economic and social standards.

-Advertising is most popular among persons 18 to 44 years old.

-Persons who like advertising believe it makes life easier, creates sales that stimulate the economy and stimulate preferences for advertised products.

-The main reason given for favorable attitudes toward ads is that they provide information about the availability, quality, price and brand of products in the easiest possible way.

**Beliefs Contradicted**  
Persons associated with the survey said these findings directly contradict beliefs of some psychologists and social scientists, who hold that more education creates higher resistance to advertising suggestion.

While 75 per cent of all professional and business people and 79 per cent of white collar workers were found to like advertising, only 65 per cent of the farm group questioned approved of ads, the poll showed.

It also determined that when confronted with a choice between an advertised product and one that has not been advertised, 76 per cent of all consumers would choose the one that they had heard or read about.

### Neuberger Raps 'No New Starts'

Baker - (UPI) - Deep freeze treatment in development of water resources in the West is a result of the "no new starts" policy of the Eisenhower administration, Sen. Richard Neuberger (D-Ore.) declared in a speech here.

He criticized the administration for failure to propose the authorization of a "single federal dam in the Columbia River basin during the past six years."

Neuberger said Russia is rushing to complete three

SILVER DOLLAR STAMPS

Happy Hostess  
CHOCOLATE-COVERED CHERRIES  
Big 13-oz. Box  
**59¢**

"It's Pumpkin Pie Time"  
**LIBBY'S PUMPKIN**  
No. 2 1/2 Can  
**4 cans 69¢**  
one can makes two 9-inch pies

**DOXSEE CLAM CHOWDER**  
15-oz. cans  
**4 \$1.00**  
Each can serves five or six!

# LOW FOOD PRICES

Makes a Real Nourishing Breakfast for Cold Mornings!

**ALBER'S OATS**  
42-oz. Regular or Quick  
**39¢**

**HI-C Orange DRINK** 46 oz. can **3 cans \$1**

**"Lion Brand" Thompson Seedless Raisins**  
4 lb. bag **79¢** • 2 lb. bag **49¢**

**Holiday Margarine**  
One Pound Colored Quarters  
**5 for \$1**

**M.J.B. Coffee Being Served This SATURDAY**  
with Morning Fresh Donuts

**M.J.B. COFFEE**  
Regular or Drip Grind  
ONE POUND ..... **65¢**  
TWO POUNDS ..... **\$1.29**

6 oz. INSTANT M.J.B.—Only **99¢**

# FRYERS

(No Chemicals Added)  
3 to 3 1/2 lb. Average **\$1.19 EA.**

Get entry blanks at Meat Counter — WIN A FORD FALCON — in Oregon Fresher-Fryer Contest.

# Turkeys

By Norbest **\$2.69 EA.**  
Oregon Grown 5 1/2-lb. Average

**Hormel 3 lb. Canned PICNIC \$1.98 ea.**

**24 Pound Variety Meat Plan \$14.49**  
Steak Ham Chicken Roast Gr. Beef

**Locker Beef 57¢ lb**  
Klamath Fed Cut and Wrapped Good and Choice

**1/2 HOG 35¢ lb**  
Cut and Wrapped

**OK Market's Garden Fresh Produce**

**POTATOES**  
No. 1 Klamath 10-lb. Bag **39¢**

● Begas  
● Turnips  
● Parsnips  
Per lb. **10¢**

**Cabbage** Crisp, Healthy **5¢ lb.**

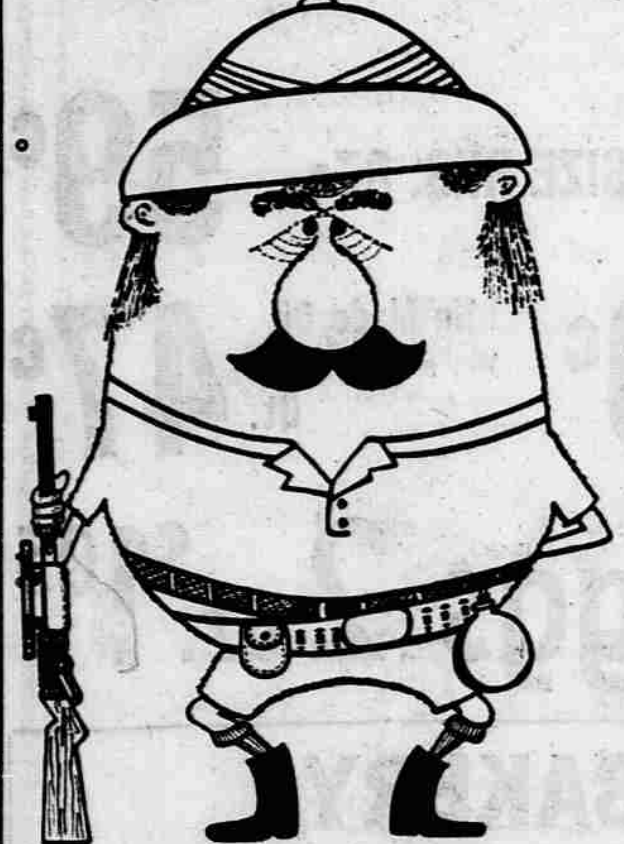
**Newtown Apples** 4 lb. bag **39¢**

**Cauliflower** Large White **23¢ Head**

**OK Super Market OPEN TILL MIDNIGHT 7 DAYS A WEEK SILVER DOLLAR TRADING STAMPS**

1202 NORTH RIVERSIDE

SILVER DOLLAR STAMPS



**Safari as I can tell, Snider's is the best milk you can find.**

# Snider's

WHEREVER GOOD FOOD IS SOLD!